

Subject: Re: News Release: LAX Representative and Airport Police Chief Available for Holiday Travel Interviews; "re-LAX While you Wait" to promote motorists to use cell phone waiting lot (05)
From: Omar Pulido
Date: 12/22/2016 02:55 PM
To: Laurie Hughes

Agree. Good idea. Will work on this.

Can't believe century aviation light was out and no traffic control officers out there. That's unacceptable.

Omar Pulido
LAX Community Liaison
Councilmember Mike Bonin
(323) 740-0494

On Dec 22, 2016, at 2:10 PM, Laurie Hughes <lhughes@gatewaytola.org> wrote:

See the response below.

When I came this morning, the light at Aviation and Century was blinking red. Cause HUGE back up on Century and Aviation.

City was out there to fix the light but no one was directing traffic which would have helped.

I will stay on them regarding the employee shared-ride program.

Part of the problem with the traffic control issues is the many different Agency Jurisdictions. There needs to be a sit down with all of the agencies to see how they can collectively put together a plan to respond to the key problem intersections.

Laurie Hughes

(310) 216-7328

From: MAGGARD, DAVID [<mailto:DMAGGARD@lawa.org>]
Sent: Thursday, December 22, 2016 9:25 AM
To: lhughes; GRADY, MARY; Laurie Hughes
Cc: FLINT, DEBORAH; DALEY, TREVOR; GANNON, PAT
Subject: RE: News Release: LAX Representative and Airport Police Chief Available for Holiday Travel Interviews; "re-LAX While you Wait" to promote motorists to use cell phone waiting lot (05)

Hi Laurie,

As you know, our police officers spend a significant amount of time patrolling the corridor area. We believe these patrols and our proactive approach with LAPD is helping address crime concerns.

Mary has done a nice job describing our traffic mitigation efforts. However, we are renewing conversations with our LAPD, DOT, Inglewood and CAL TRANS partners in order to see how we can work collectively to mitigate issues on the perimeter of the airport as well.

We are committed to helping address these issues.

I look forward to seeing you in the New Year.

Happy Holidays,

Dave Maggard

From: lhughes [<mailto:lhughes@gatewayla.org>]
Sent: Wednesday, December 21, 2016 8:17 PM
To: GRADY, MARY; Laurie Hughes; MAGGARD, DAVID
Cc: FLINT, DEBORAH; DALEY, TREVOR
Subject: RE: News Release: LAX Representative and Airport Police
Chief Available for Holiday Travel Interviews; "re-LAX While you Wait"
to promote motorists to use cell phone waiting lot (05)

LAWA needs to be Bold.... step outside of your immediate footprint and look at what is happening around you that is initiated by increased travel.

- The Sepulveda tunnel
- The intersection at Imperial & Sepulveda
- 98th Street -- continuing congestion from taxis and TNC's
- The intersection at Lincoln & Sepulveda

Not to mention the eastbound lanes of Century Blvd, caused by lane closures in Inglewood.

We aren't even into the Construction of LAMP and congestion is a mess.

All of these problem areas only add to the worsening of the LAX experience.

Sent from my Verizon 4G LTE smartphone

----- Original message -----
From: "GRADY, MARY" <MGRADY@lawa.org>
Date: 12/21/16 12:34 PM (GMT-08:00)
To: Laurie Hughes <lhughes@gatewaytola.org>, "MAGGARD, DAVID" <DMAGGARD@lawa.org>
Subject: RE: News Release: LAX Representative and Airport Police
Chief Available for Holiday Travel Interviews; "re-LAX While you Wait"
to promote motorists to use cell phone waiting lot (05)

Laurie,

First, it was great seeing you last night. Unfortunately we didn't get much time to chat.

Below are the current traffic mitigation efforts:

Traffic Mitigation Measures

Following are measures LAWA is implementing now, in the immediate future, and within the next two to seven years to help manage and mitigate the increasing traffic congestion and to improve the airport guest experience:

- Los Angeles Airport Police measures:
 1. Officers monitor and staff busy terminals and place traffic officers curbside to direct traffic to/from the curb. This ensures cars are staged as close together as possible and stopped parallel to the curb in order to maximize curb usage.
 2. Officers are stationed at busy intersections -- such as Upper/Departures Level Skyway, crosswalks in front of TBIT, and West Way -- where they manually control traffic in the intersections to prevent intersection gridlock.
 3. Motorcycle officers monitor the 96th Street Bridge and the Sepulveda Flyover - traffic building up on Upper Level World Way are diverted to the Lower Level.
 4. Changeable message boards at the entrances and other parts of the CTA are changed during peak times throughout the day to inform motorists of congestion on one level and advise them to use the other level.
 5. Traffic and Motorcycle units constantly monitor curbs for parked vehicles and educate drivers about the Cell Phone Waiting Lot as an alternative before ushering them from the curb.
- Real-time airport traffic conditions posted 24/7 on APD Twitter site @LAAirportPD, linked to LAX site @flyLAXairport and www.LAXisHappening.com
- Continuing promotion through publicity, social media, some paid advertising, and brochures of:
 1. LAX Cell Phone Waiting Lot
 2. Shared-ride public transportation services to/from LAX, including shared-ride vans, long-distance vans, scheduled buses, public buses, Metro Rail Green Line
 3. LAX FlyAway® bus service to/from six locations in Los Angeles County
- Trip Management Plan restricts Rental Car companies to an annual number of shuttle trips in the CTA with penalties if they exceed their allotment.
- Limited Single-Level Busing program with LAX Shuttle "A- Airline Connection" operating ONLY on the Lower Level and Transportation Network Companies (TNCs) ONLY on the Upper Level
- Online LAX website improvements that provide passengers with real-time status and locations of FlyAway® buses and LAX Shuttle buses "A" and "G"
- LAX added to WAZE, the community-based, real-time navigation app updated by December 2016: Implementation of TNC shared-ride services UberPOOL and Lyft Line: 1. Reduces fares to passengers matched by similar destination/direction
 2. Reduces number of TNC vehicles in the CTA
 3. Reduces air emissions

As for APD mitigation measures outside of the CTA, Chief Maggard will have to address.

I hope you have a wonderful holiday and look forward to working with you in 2017.

Best,

Mary

Mary Grady

Managing Director Media and Public Relations

Los Angeles World Airports

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Airport

From: Laurie Hughes [<mailto:lhughes@gatewaytola.org>]
Sent: Wednesday, December 21, 2016 9:46 AM
To: GRADY, MARY; MAGGARD, DAVID
Subject: FW: News Release: LAX Representative and Airport Police Chief Available for Holiday Travel Interviews; "re-LAX While you Wait" to promote motorists to use cell phone waiting lot (05)

Hi Dave and Mary,

My question for you is what is LAWA doing beyond the borders to mitigate traffic? In my opinion, there is a need for Traffic Control officers at key intersections that are causing big delays... i.e. Imperial Blvd. & Sepulveda. This should be a proactive policy that recognizes the traffic delays beyond LAX physical footprint but caused by the increase in travelers.

Please note our new address below.

Laurie Hughes

Executive Director

Gateway Los Angeles

9841 Airport Blvd., Ste #100

Los Angeles, CA 90045

www.gatewayla.org

<https://urldefense.proofpoint.com/v2/url?u=http-3A__www.gatewaytola.org__&d=DQMFJg&c=_Ezyq3jpMgV82C-qqw4SRw&r=LSlvqeUSL6HoVBiDu56cgg&m=Ez_LKthq7jcU2ech0pB96TSSkv-Z1Uwx0nxCGD6TG2o&s=b27MJ_2hyCSH7AJpFUQQk-bP04cLkO8LIKUIvkqBPxM&e=>>

(310) 216-7328 Office

(310) 418-2661 Mobile

<image001.jpg>

From: PALMER, SHERELL [<mailto:SPALMER@lawa.org>
<<mailto:SPALMER@lawa.org>>]

Sent: Wednesday, December 21, 2016 9:05 AM

To: Undisclosed recipients:

Subject: News Release: LAX Representative and Airport Police
Chief Available for Holiday Travel Interviews; "re-LAX While you Wait"
to promote motorists to use cell phone waiting lot (05)

<image002.jpg>

-- MEDIA ADVISORY --

LAX REPRESENTATIVE AND AIRPORT POLICE CHIEF AVAILABLE FOR
HOLIDAY TRAVEL INTERVIEWS; "re-LAX WHILE YOU WAIT" TO PROMOTE MOTORISTS
TO USE CELL PHONE WAITING LOT

WHAT: Airport Police Chief Dave Maggard, and Mary
Grady, Los Angeles World Airports Director of Media and Public
Relations, will be available to discuss holiday travel safety and
security, traffic mitigation efforts and share tips to reduce the stress
of traveling during the holidays.

A record 4.3 million travelers are expected to pass through LAX
during the 19-day holiday period which began Friday, December 16, and
lasts through Tuesday, January 3. Travel experts expect LAX to be the
nation's third busiest airport.

LAX Guest Experience Division also will conduct "re-LAX While
You Wait," an event to promote the airport's Cell Phone Waiting Lot.
Motorists can skip the hassle of looking for parking or circling the
Central Terminal Area (CTA) roadways, by waiting free for up to two
hours in the lot. Motorists using the lot will be treated to hot
beverages, snacks and goodies as they wait to pick up passengers. Using
the Cell Phone Waiting Lot will help reduce traffic congestion in the
CTA and the event will provide motorists an exceptional guest
experience.

WHEN: Thursday, December 22, 2016

WHERE: • 5:00 a.m. to 9 a.m. on the Upper/Departures
Level curbside between

Terminals 1 and 2

• 9 a.m. to 3 p.m. at the LAX Cell Phone Waiting Lot, 96th
Street and Vicksburg,

adjacent to LAX Economy Parking Lot C

VISUALS: At the Cell Phone Waiting Lot, airport employees will kick off the holidays by passing out hot cider, hot chocolate, coffee, snacks and travel goodies to motorists using the lot.

MEDIA PARKING: For curbside interviews: Broadcast-equipped media vehicles displaying valid LAX Media Parking Permits may park curbside between Terminals 1 and 2 on the Upper/Departures Level, where LAX, TSA and FAA representatives will be conducting curbside interviews, or in other designated and permitted media parking locations on the upper/departure level of the Central Terminal Area. All other media may park in Parking Structure 1. Parking tickets will be validated at the security desk in the lobby of the nearby LAWA Clifton A. Moore Administration Building, One World Way, Los Angeles, CA 90045.

For the Cell Phone Waiting Lot: ALL media presenting valid media credentials will be directed to park at designated spaces in Parking Lot C, adjacent to the Cell Phone Lot.

CONTACTS: • LAWA Media & Public Relations Managing Director
Mary Grady at (424) 646-5260

• Airport Police PIO Robert Pedregon
(424) 646-5167

• LAX Guest Experience Manager Amy
Willard at (310) 703-4249

#

Sherell Palmer

Los Angeles World Airports

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